

OCT5/12 10.51  
\*\*\* WFLA-TV \*\*\*

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\*\*\* WFLA-TV \*\*\*

53

REP HEADLINE# 6364577  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT5/12 10.51  
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
4			1000A-1030A PROGRAM : 10AM NEWS CON COM1: 10AM NEWS	30		\$350.00	10/9	10/12	4		TU-F	4
5			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	10/9	10/12	4		TU-F	4
6			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$800.00	10/9	10/12	4		TU-F	4
7			500P-530P PROGRAM : 5PM NEWS CON COM1: 5PM NEWS	30		\$1,500.00	10/9	10/12	6		TU-F	6
8			530P-600P PROGRAM : 530PM NEWS CON COM1: 530PM NEWS	30		\$1,500.00	10/9	10/12	8		TU-F	8
9			600P-630P PROGRAM : 6PM NEWS CON COM1: 6PM NEWS	30		\$2,000.00	10/9	10/12	6		TU-F	6
10			700P-730P PROGRAM : 7PM NEWS CON COM1: 7PM NEWS	30		\$1,500.00	10/9	10/12	6		TU-F	6
11			730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,500.00	10/9	10/12	6		TU-F	6
12			500A-530A PROGRAM : 5AM NEWS CON COM1: 5AM NEWS	30		\$300.00	10/9	10/12	4		TU-F	4

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			1100P-1135P PROGRAM : 11PM NEWS CON COM1: 11PM NEWS	30		\$2,200.00	10/9	10/13	8		TU-SA	8
14			1000P-1100P PROGRAM : CHICAGO FIRE CON COM1: CHICAGO FIRE	30		\$3,500.00	10/10	10/10	1		WED	1
15			900P-1100P PROGRAM : VP DEBATE CON COM1: VP DEBATE	30		\$6,000.00	10/11	10/11	2		THU	2
16			900P-1000P PROGRAM : GRIMM CON COM1: GRIMM	30		\$3,500.00	10/12	10/12	1		FRI	1
17			700A-900A PROGRAM : SAT TODAY CON COM1: SAT TODAY	30		\$650.00	10/13	10/13	2		SAT	2
18			900A-1000A PROGRAM : SAT 9AM NEWS CON COM1: SAT 9AM NEWS	30		\$500.00	10/13	10/13	1		SAT	1
19			1200N-100P PROGRAM : SAT NOON NEWS CON COM1: SAT NOON NEWS	30		\$250.00	10/13	10/13	1		SAT	1
20			700P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,000.00	10/13	10/13	2		SAT	2
21			800P-900P PROGRAM : NBC ENCORE CON COM1: NBC ENCORES	30		\$1,600.00	10/13	10/13	1		SAT	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
22			900P-1000P PROGRAM : DRAMA ENCORE CON COM1: DRAMA ENCORE	30		\$1,700.00	10/13	10/13	1		SAT	1
23			1000P-1100P PROGRAM : L&O:SVU CON COM1: L&O:SVU	30		\$2,000.00	10/13	10/13	1		SAT	1
24			800A-900A PROGRAM : SUN TODAY CON COM1: SUN TODAY	30		\$650.00	10/14	10/14	1		SUN	1
25			900A-1000A PROGRAM : SUN 9AM NEWS CON COM1: SUN 9AM NEWS	30		\$450.00	10/14	10/14	1		SUN	1
26			1200N-100P PROGRAM : SUN NOON NEWS CON COM1: SUN NOON NEWS	30		\$250.00	10/14	10/14	1		SUN	1
27			600P-630P PROGRAM : SUN 6PM NEWS CON COM1: SUN 6PM NEWS	30		\$1,000.00	10/14	10/14	1		SUN	1
28			600A-700A PROGRAM : 6AM NEWS CON COM1: 6AM NEWS	30		\$1,250.00	10/15	10/15	1		MON	1
29			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,400.00	10/15	10/15	2		MON	2
30			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$1,050.00	10/15	10/15	1		MON	1

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31			1000A-1030A PROGRAM : 10AM NEWS CON COM1: 10AM NEWS	30		\$350.00	10/15	10/15	1		MON	1
32			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$350.00	10/15	10/15	1		MON	1
33			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$800.00	10/15	10/15	1		MON	1
34			500P-530P PROGRAM : 5PM NEWS CON COM1: 5PM NEWS	30		\$1,500.00	10/15	10/15	1		MON	1
35			530P-600P PROGRAM : 530PM NEWS CON COM1: 530PM NEWS	30		\$1,500.00	10/15	10/15	2		MON	2
36			600P-630P PROGRAM : 6PM NEWS CON COM1: 6PM NEWS	30		\$2,000.00	10/15	10/15	1		MON	1
37			700P-730P PROGRAM : 7PM NEWS CON COM1: 7PM NEWS	30		\$1,500.00	10/15	10/15	1		MON	1
38			730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,500.00	10/15	10/15	1		MON	1
39			500A-530A PROGRAM : 5AM NEWS CON COM1: 5AM NEWS	30		\$300.00	10/15	10/15	1		MON	1

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40			1100P-1135P	30		\$2,500.00	10/15	10/15	1		MON	1
PROGRAM : 11PM NEWS												
CON COM1: 11PM NEWS												
41			1000P-1100P	30		\$5,500.00	10/15	10/15	1		MON	1
PROGRAM : REVOLUTION												
CON COM1: REVOLUTION												
OCT/12			154500.00									
CONTRACT TOTAL												154500.00
TOTAL SPOTS												109

MARKET TOTALS \$551,786 WFLA 28% WFTS 13% WTSP 32% WTVT 25% WTOG 1% WTTA 1% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 0% CABL 0%  
 WTTA ESTIMATED, ALL OTHERS ARE ACCURATE  
 SVC- NSI  
 DEMOS- RA35+\*

**Mentzer Media Services**  
600 Fairmount Avenue  
Ste 600  
Towson MD 21286

**Restore Our Future/ Issue**  
Submission Number 801 Issue 1



**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Client:	Restore Our Future/ Issue	Submission Cost:	154500	Campaign Ref:	E:063645770
Buyer:	..	Client/Product/Estimate:	././2090	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 10/21/12	Weeks:	2	Order Ref:	06364577
Est./PO Number:	06364577	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Restore Our Future	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/08	10/15	Total	Cost
1	M-F 6a News .TWTF..	02	1250	30 Comme	Nbr of Spots	4		4	5000
2	M-F 7a Today Show .TWTF..	02	1400	30 Comme	Nbr of Spots	8		8	11200
3	M-F 9a Today Show II .TWTF..	02	950	30 Comme	Nbr of Spots	8		8	7600
4	M-F 10a News .TWTF..	01	350	30 Comme	Nbr of Spots	4		4	1400
5	M-F 12p Today Show III .TWTF..	02	300	30 Comme	Nbr of Spots	4		4	1200
6	M-F 4p Dr Oz .TWTF..	02	800	30 Comme	Nbr of Spots	4		4	3200
7	M-F 5p News .TWTF..	02	1500	30 Comme	Nbr of Spots	6		6	9000
8	M-F 530p News .TWTF..	02	1500	30 Comme	Nbr of Spots	8		8	12000
9	M-F 6p News .TWTF..	02	2000	30 Comme	Nbr of Spots	6		6	12000
10	M-F 7p News .TWTF..	02	1500	30 Comme	Nbr of Spots	6		6	9000
Weekly Totals: Total Spots(Ord Spots)						93	16	109	

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Ste 600  
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Tampa, FL 33601

PHONE (813) 228-8888

Client:	Restore Our Future/ Issue	Submission Cost:	154500	Campaign Ref:	E:063645770
Buyer:	...	Client/Product/Estimate:	/ / 12090	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 10/21/12	Weeks:	2	Order Ref:	06364577
Est./PO Number:	06364577	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
11	M-F 730p Entertainment Tonight ..TWTF..	02	1500	30 Comme	Nbr of Spots	6	6	9000
12	M-F 5a News ..TWTF..	01	300	30 Comme	Nbr of Spots	4	4	1200
13	M-Su 11p News ..TWTF..	02	2200	30 Comme	Nbr of Spots	8	8	17600
14	Wed 10p ET / 9p CT Chicago Fire ..W....	04	3500	30 Comme	Nbr of Spots	1	1	3500
15	Vice Presidential Debate ...T...	02	6000	30 Comme	Nbr of Spots	2	2	12000
16	Fri 9p ET / 8p CT Grimm ....F..	03	3500	30 Comme	Nbr of Spots	1	1	3500
17	Sat 7a Today Show .....S.	02	650	30 Comme	Nbr of Spots	2	2	1300
18	Sat 9a News .....S.	02	500	30 Comme	Nbr of Spots	1	1	500
19	Sat 12p News .....S.	02	250	30 Comme	Nbr of Spots	1	1	250
20	Sat 7p Entertainment Tonight .....S.	02	1000	30 Comme	Nbr of Spots	2	2	2000
21	Sat 8p ET / 7p CT Revolution .....S.	02	1600	30 Comme	Nbr of Spots	1	1	1600
22	Sat 9p ET / 8p CT Chicago Fire .....S.	02	1700	30 Comme	Nbr of Spots	1	1	1700
23		02	2000	30 Comme	Nbr of Spots	1	1	2000
Weekly Totals: Total Spots(Ord Spots)					93	16	109	



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Buyer:		Client/Product/Estimate:	. / /2090	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 10/21/12	Weeks:	2	Order Ref:	06364577
Est./PO Number:	06364577	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
24	Sat 10p ET / 9p CT Law & Order SVU .....S.			Comme				
24	Sun 8a Today Show .....S	02	650	30 Comme	Nbr of Spots	1	1	650
25	Sun 9a News .....S	02	450	30 Comme	Nbr of Spots	1	1	450
26	Sun 12p News .....S	02	250	30 Comme	Nbr of Spots	1	1	250
27	Sun 6p News .....S	02	1000	30 Comme	Nbr of Spots	1	1	1000
28	M-F 6a News M.....	02	1250	30 Comme	Nbr of Spots	1	1	1250
29	M-F 7a Today Show M.....	02	1400	30 Comme	Nbr of Spots	2	2	2800
30	M-F 9a Today Show II M.....	01	1050	30 Comme	Nbr of Spots	1	1	1050
31	M-F 10a News M.....	01	350	30 Comme	Nbr of Spots	1	1	350
32	M-F 12p Today Show III M.....	02	350	30 Comme	Nbr of Spots	1	1	350
33	M-F 4p Dr Oz M.....	02	800	30 Comme	Nbr of Spots	1	1	800
34	M-F 5p News M.....	02	1500	30 Comme	Nbr of Spots	1	1	1500
35	M-F 530p News M.....	02	1500	30 Comme	Nbr of Spots	2	2	3000
Weekly Totals: Total Spots(Ord Spots)					93	16	109	

**Restore Our Future/ Issue**  
**Submission Number 801 Issue 1**



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Tampa, FL 33601

<b>Client:</b>	Restore Our Future/ Issue	<b>Submission Cost:</b>	154500	<b>Campaign Ref:</b>	E:063645770
<b>Buyer:</b>	..	<b>Client/Product/Estimate:</b>	. / / 2090	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	10/08/12 to 10/21/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06364577
<b>Est./PO Number:</b>	06364577	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

Ref	Sales Product Details	Rev Type		Rate	Spot Type		10/08	10/15	Total	Cost
	M.....				Comme					
36	M-F 6p News	02		2000	30	Nbr of Spots		1	1	2000
	M.....				Comme					
37	M-F 7p News	02		1500	30	Nbr of Spots		1	1	1500
	M.....				Comme					
38	M-F 730p Entertainment Tonight	02		1500	30	Nbr of Spots		1	1	1500
	M.....				Comme					
39	M-F 5a News	01		300	30	Nbr of Spots		1	1	300
	M.....				Comme					
40	M-Su 11p News	01		2500	30	Nbr of Spots		1	1	2500
	M.....				Comme					
41	Mon 10p ET / 9p CT Revolution	02		5500	30	Nbr of Spots		1	1	5500
	M.....				Comme					
Weekly Totals: Total Spots(Ord Spots)							93	16	109	

Grand Totals			
		Month 10 Weeks: 4	
	Totals	10/08	10/15
Spots	109	93	11
Cost	154500	130100	24400

Spots:	109
Gross Total:	154,500.00
Commission:	23,175.00
Net Total:	131,325.00